



PRESS RELEASE

12715 Telge Road
Cypress, Texas 77429
Phone: 281-256-4100
Fax: 281-373-4450
www.w-h-b.com

For Immediate Release: November 15, 2006

Contact: Bob Fisher
VP, Marketing
ICED
281-256-4100
bfisher@iced.net

Women's Health Boutique Expands to Hospitals

CYPRESS, Texas – The Women's Health Boutique (WHB) franchise system is further expanding its distribution channels to include hospitals. Trinity Medical Center in Birmingham, Alabama, the first-ever hospital-based WHB, celebrates its grand opening November 15. Women's Health Boutique will also open a second location in mid-December at St. Vincent's Women's Hospital in Indianapolis, Indiana.

“Strategically, building relationships with hospitals makes a great deal of sense for us,” says Daina Pitzenberger, president and CEO of Women's Health Boutique. “And we are pleased that our first hospital franchise has been awarded to the Trinity Medical Center. Trinity's management is progressive in its approach to providing patient care, and they have recently added a unique practice with all female doctors as part of their cradle-to-grave treatment focus. Women's Health Boutique will add great value to their facility.”

Research shows that women make 80 percent of all healthcare decisions. “It is important that we offer services at the Trinity Medical Center that women value,” says Vicki Briggs, Trinity Medical Center CEO. “We are focused on growth, especially in our women's health service lines. Women's Health Boutique is a unique opportunity to provide a comprehensive array of products and services that are hard to find within the Birmingham community. In addition to attracting women to our hospital that might not otherwise utilize our facility or services, WHB makes it easy for physicians and the patients in their offices to readily find what they need. We hope to provide women and others with the convenience of a ‘one-stop shop’ experience.”

Women's Health Boutique offers women a comfortable, dignified and intimate alternative to shopping for health-related merchandise such as wigs and turbans, maternity and compression items, mastectomy and other post-operative products and fashion lingerie. At Women's Health Boutique, women find an attractive, unhurried atmosphere with

knowledgeable, compassionate, specially-trained women who understand their personal healthcare needs.

About ICED

Women's Health Boutique is part of the International Center for Entrepreneurial Development, Inc. ICED, located in Cypress, Texas, is the parent company for Kwik Kopy Printing, American Wholesale Thermographers, Copy Club, The Ink Well, Franklin's Printing, Women's Health Boutique, Parcel Plus, Kwik Kopy Business Centers and COMPUTERTOTS/COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

#####